

1 **IN THE CLAIMS**

2 This listing of claims will replace all prior versions, and listings, of claims in the  
3 application:

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5 --1. - 2. (Canceled)

6  
7 3. (New) A method for a computer based advertising system, said method  
8 comprising the steps of:

9 a first user taking a first test via the Internet where said first test includes viewing  
10 visual images and expressing preferences based on said visual images;

11 storing said first user's preferences;

12 a second user taking a second test via the Internet where said second test includes  
13 viewing visual images and expressing preferences based on said visual images;

14 storing said second user's preferences;

15 comparing said first user's preferences with said second user's preferences; and

16 matching said first user with said second user according to said comparing.

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18 4. (New) A method according to claim 3, wherein said method further comprises the  
19 step of:

20 said system notifying said first user of said matching.

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1 5. (New) A method according to claim 4, wherein said notifying is performed via  
2 electronic mail.

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4 6. (New) A method according to claim 4, wherein said notifying is performed via  
5 telephone.

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7 7. (New) A method according to claim 4, wherein said method further comprises the  
8 step of:

9 said first user contacting said second user via electronic mail.

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11 8. (New) A method according to claim 4, wherein said method further comprises the  
12 step of:

13 said first user contacting said second user via telephone.

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15 9. (New) A method according to claim 3, wherein said visual images include a  
16 video.

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18 10. (New) A method according to claim 3, wherein said matching occurs with a  
19 partial match of said first and second user's preferences.

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1 11. (New) A method for a computer based advertising system, said method  
2 comprising the steps of:  
3 a first user taking a first test via the Internet where said first test includes viewing  
4 visual images and making selections based on said visual images;  
5 storing said first user's selections;  
6 a second user taking a second test via the Internet where said second test includes  
7 viewing visual images and making selections based on said visual images;  
8 storing the second user's selections;  
9 comparing said first user's selections with said second user's selections; and  
10 matching said first user with said second user according to said comparing.

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12 12. (New) A method according to claim 11, wherein said method further comprises  
13 the step of:  
14 said system notifying said first user of said matching.

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16 13. (New) A method according to claim 12, wherein said notifying is performed via  
17 electronic mail.

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19 14. (New) A method according to claim 12, wherein said notifying is performed via  
20 telephone.

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1 15. (New) A method according to claim 12, wherein said method further comprises  
2 the step of:

3 said first user contacting said second user via electronic mail.

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5 16. (New) A method according to claim 12, wherein said method further comprises  
6 the step of:

7 said first user contacting said second user via telephone.

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9 17. (New) A method according to claim 11, wherein said visual images include a  
10 video.

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12 18. (New) A method according to claim 11, wherein said matching occurs with a  
13 partial match of said first and second user's selections.

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1 19. (New) A method for a computer based advertising system, said method  
2 comprising the steps of:  
3 a first user viewing visual images via the Internet and providing input data based  
4 on said visual images;  
5 storing said first user's input data;  
6 a second user viewing visual images via the Internet and providing input data  
7 based on said visual images;  
8 storing the second user's input data;  
9 comparing said first user's input data with said second user's input data; and  
10 matching said first user with said second user according to said comparing.

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12 20. (New) A method according to claim 19, wherein said method further comprises  
13 the step of:  
14 said system notifying said first user of said matching.

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16 21. (New) A method according to claim 20, wherein said notifying is performed via  
17 electronic mail.

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19 22. (New) A method according to claim 20, wherein said notifying is performed via  
20 telephone.

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1 23. (New) A method according to claim 20, wherein said method further comprises

2 the step of:

3 said first user contacting said second user via electronic mail.

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5 24. (New) A method according to claim 20, wherein said method further comprises

6 the step of:

7 said first user contacting said second user via telephone.

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9 25. (New) A method according to claim 19, wherein said visual images include a

10 video.

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12 26. (New) A method according to claim 19, wherein said matching occurs with a

13 partial match of said first and second user's input data.

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1 27. (New) A method for a computer based advertising system, said method  
2 comprising the steps of:  
3 a first user taking a first test via the Internet where said first test includes listening  
4 to one or more audio recordings and expressing preferences based on said one or more  
5 audio recordings;  
6 storing said first user's preferences;  
7 a second user taking a second test via the Internet where said second test includes  
8 listening to one or more audio recordings and expressing preferences based on said one or  
9 more audio recordings;  
10 storing the second user's preferences;  
11 comparing said first user's preferences with said second user's preferences; and  
12 matching said first user with said second user according to said comparing.

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14 28. (New) A method according to claim 24, wherein said method further comprises  
15 the step of:  
16 said system notifying said first user of said matching.

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18 29. (New) A method according to claim 25, wherein said notifying is performed via  
19 electronic mail.

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21 30. (New) A method according to claim 25, wherein said notifying is performed via  
22 telephone.

1 31. (New) A method according to claim 25, wherein said method further comprises  
2 the step of:

3 said first user contacting said second user via electronic mail.

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5 32. (New) A method according to claim 25, wherein said method further comprises  
6 the step of:

7 said first user contacting said second user via telephone.

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9 33. (New) A method according to claim 25, wherein said matching occurs with a  
10 partial match of said first and second user's preferences.

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1 34. (New) A method for a computer based advertising system, said method  
2 comprising the steps of:  
3 a first user taking a first test via the Internet where said first test includes listening  
4 to one or more audio recordings and making selections based on said one or more audio  
5 recordings;  
6 storing said first user's selections;  
7 a first user taking a second test via the Internet where said second test includes  
8 listening to one or more audio recordings and making selections based on said one or  
9 more audio recordings;  
10 storing the second user's selections;  
11 comparing said first user's selections with said second user's selections; and  
12 matching said first user with said second user according to said comparing.

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14 35. (New) A method according to claim 34, wherein said method further comprises  
15 the step of:  
16 said system notifying said first user of said matching.

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18 36. (New) A method according to claim 35, wherein said notifying is performed via  
19 electronic mail.

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21 37. (New) A method according to claim 35, wherein said notifying is performed via  
22 telephone.

1 38. (New) A method according to claim 35, wherein said method further comprises  
2 the step of:  
3 said first user contacting said second user via electronic mail.

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5 39. (New) A method according to claim 35, wherein said method further comprises  
6 the step of:

7 said first user contacting said second user via telephone.

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9 40. (New) A method according to claim 35, wherein said matching occurs with a  
10 partial match of said first and second user's selections.

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12 41. (New) A method for a computer based advertising system, said method  
13 comprising the steps of:

14 a first user listening to one or more audio recordings and providing input data  
15 based on said one or more audio recordings;

16 storing said first user's input data;

17 a second user listening to one or more audio recordings and providing input data  
18 based on said one or more audio recordings;

19 storing the second user's input;

20 comparing said first user's input data with said second user's input data; and

21 matching said first user with said second user according to said comparing.

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1 42. (New) A method according to claim 41, wherein said method further comprises  
2 the step of:  
3 said system notifying said first user of said matching.

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5 43. (New) A method according to claim 42, wherein said notifying is performed via  
6 electronic mail.

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8 44. (New) A method according to claim 42, wherein said notifying is performed via  
9 telephone.

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11 45. (New) A method according to claim 41, wherein said method further comprises  
12 the step of:

13 said first user contacting said second user via electronic mail.

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15 46. (New) A method according to claim 41, wherein said method further comprises  
16 the step of:

17 said first user contacting said second user via telephone.

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19 47. (New) A method according to claim 41, wherein said matching occurs with a  
20 partial match of said first and second user's input data.

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1 48. (New) A method for a computer based advertising system, said method  
2 comprising the steps of:  
3 a first user taking a test via the Internet where said test includes viewing visual  
4 images and providing input data based on said visual images;  
5 storing said first user's input data;  
6 a second user supplying a set of descriptive data via the Internet wherein said  
7 descriptive data contains information that is descriptive of said second user;  
8 storing said descriptive data;  
9 comparing said first user's input data with said second user's descriptive data; and  
10 matching said first user with said second user according to said comparing.

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12 49. (New) A method according to claim 48, wherein said method further comprises  
13 the step of:  
14 said system notifying said first user of said matching.

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16 50. (New) A method according to claim 49, wherein said notifying is performed via  
17 electronic mail.

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19 51. (New) A method according to claim 49, wherein said notifying is performed via  
20 telephone.

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1 52. (New) A method according to claim 48, wherein said method further comprises

2 the step of:

3 said first user contacting said second user via electronic mail.

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5 53. (New) A method according to claim 48, wherein said method further comprises

6 the step of:

7 said first user contacting said second user via telephone.

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9 54. (New) A method according to claim 41, wherein said matching occurs with a

10 partial match of said input data and said descriptive data.

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1 55. (New) A method for a computer based advertising system, said method  
2 comprising the steps of:  
3 a first user providing first input data;  
4 storing said first input data;  
5 a second user providing second input data;  
6 storing said second input data;  
7 comparing said first input data with said second input data;  
8 matching said first user with said second user according to said comparing;  
9 creating a voice mailbox;  
10 said second user leaving said first user an audio message in said voice mailbox;  
11 and  
12 said first user retrieving said audio message.

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14 56. (New) A method according to claim 55, wherein said method further comprises  
15 the step of:  
16 said system notifying said first user of said matching.

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18 57. (New) A method according to claim 56, wherein said notifying occurs via the  
19 Internet.

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21 58. (New) A method according to claim 57, wherein said notifying entails sending an  
22 electronic mail message.

1 59. (New) A method according to claim 56, wherein said notifying occurs via a  
2 telephone.

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4 60. (New) A method according to claim 55, wherein said method further comprises  
5 the step of:

6 said first user creating said voice mailbox via the Internet.

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8 61. (New) A method according to claim 55, wherein said method further comprises  
9 the step of:

10 said first user retrieving said audio message via the Internet.

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12 62. (New) A method according to claim 55, wherein said method further comprises  
13 the step of:

14 said first user sending said second user an electronic mail message.--

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